

U.S. Army 2005 MWR Leisure Needs Survey Results

Fort Shafter/Schofield Barracks Hawaii

BRIEFING OUTLINE

Fort Shafter/Schofield Barracks

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

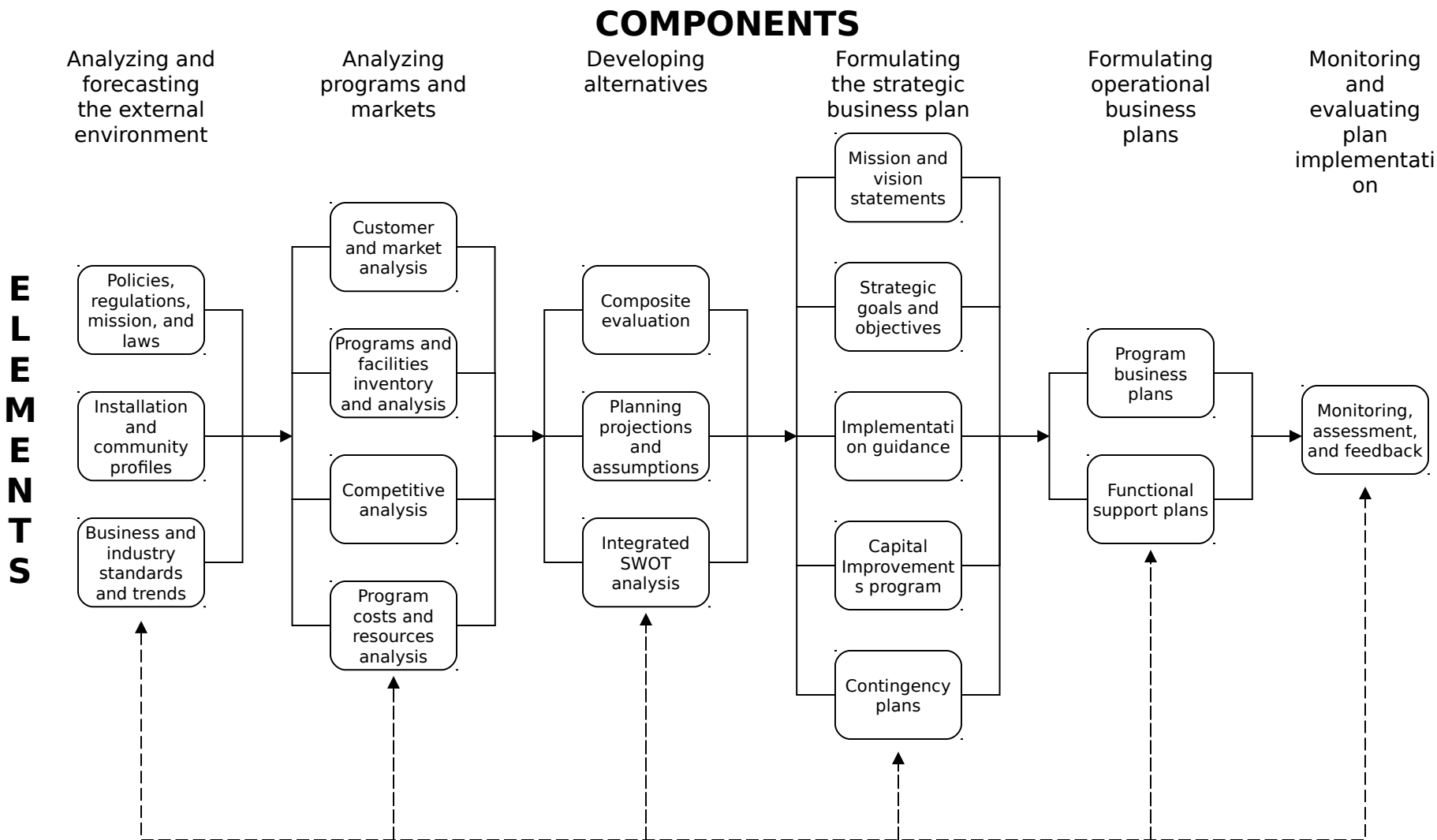
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Shafter/Schofield Barracks

MWR STRATEGIC BUSINESS PLANNING MODEL

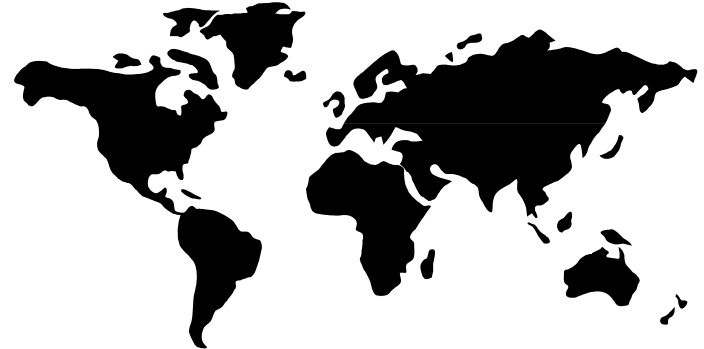


METHODOLOGY

Fort Shafter/Schofield Barracks

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,250 surveys were distributed at Fort Shafter/Schofield Barracks



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Fort Shafter/Schofield Barracks

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Shafter/Schofield Barracks

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Shafter/Schofield Barracks:					
Active Duty	14,571	1,220	374	30.66%	±5.00%
Spouses of Active Duty	6,191	1,349	198	14.68%	±6.85%
Civilian Employees	12,806	600	146	24.33%	±8.06%
Retirees	2,957	1,081	278	25.72%	±5.59%
Total	36,525	4,250	996	23.44%	±3.06%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

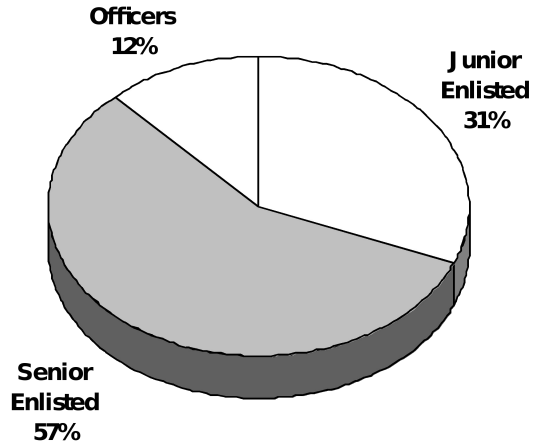
PATRON SAMPLE*

Fort Shafter/Schofield Barracks

RESPONDENT POPULATION SEGMENTS

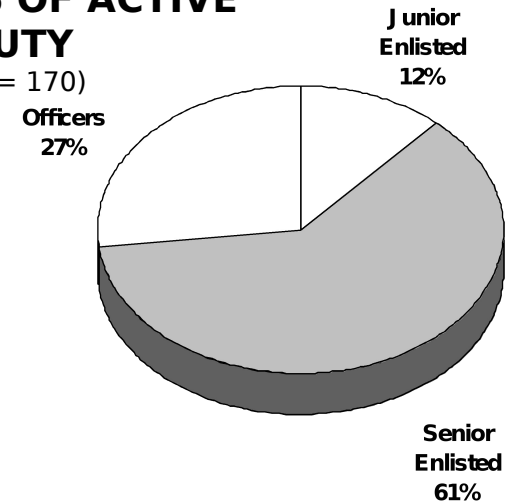
ACTIVE DUTY

(n = 361)



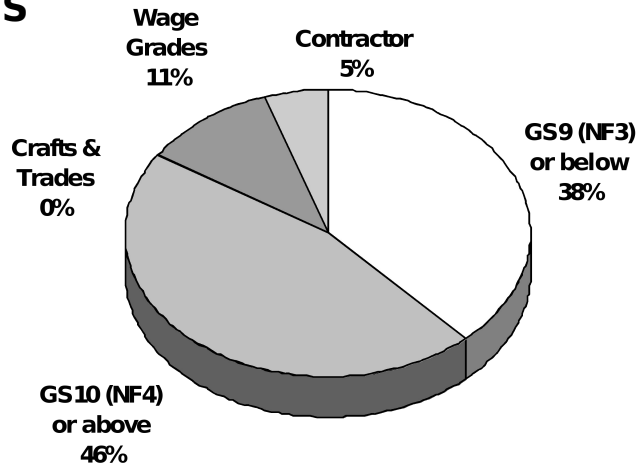
SPOUSES OF ACTIVE DUTY

(n = 170)



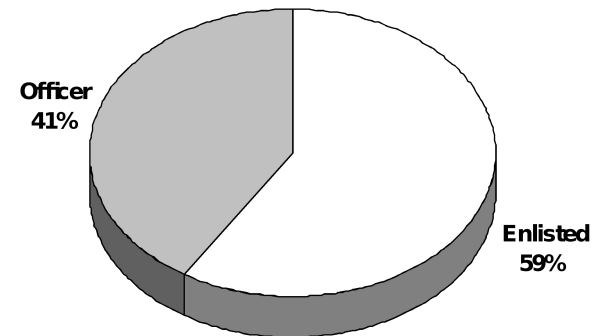
CIVILIANS

(n = 139)



RETIREEES

(n = 194)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Shafter/Schofield Barracks

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FT. SHAFTER/SCHOFIELD BKS.

Fort Shafter/Schofield Barracks

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	53%
Bowling Food & Beverage	48%
Library	45%
Bowling Center	43%
ITR	39%

LEAST FREQUENTLY USED FACILITIES

BOSS	8%
School Age Services	9%
Youth Center	10%
Multipurpose Sports/Tennis Courts	11%
Bowling Pro Shop	11%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. SHAFTER/SCHOFIELD BKS.*

Fort Shafter/Schofield Barracks

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.42
Child Development Center	4.38
Golf Course	4.38
School Age Services	4.37
Swimming Pool	4.37

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.92
Recreation/Community Activity Ctr.	4.09
Outdoor Recreation Center	4.09
Bowling Food & Beverage	4.10
Youth Center	4.10

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FT. SHAFTER/SCHOFIELD BKS.*

Fort Shafter/Schofield Barracks

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.33
Child Development Center	4.29
ITR	4.24
Swimming Pool	4.19
Golf Course	4.13

FACILITIES WITH LOWEST QUALITY RATINGS*

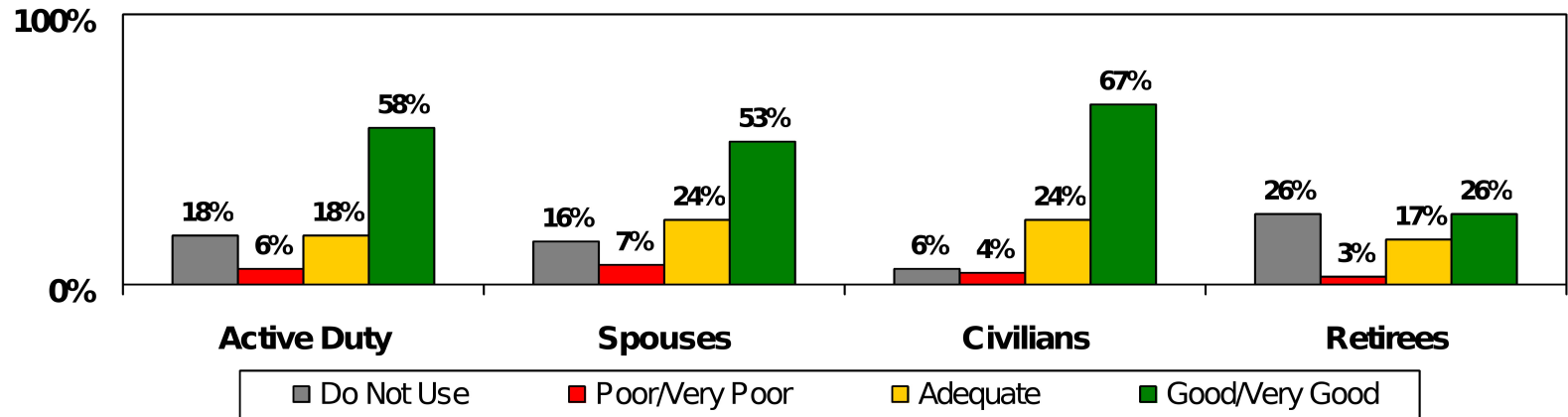
Athletic Fields	3.82
Bowling Food & Beverage	3.85
Youth Center	3.90
Outdoor Recreation Center	3.92
Fitness Center/Gymnasium	3.94

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

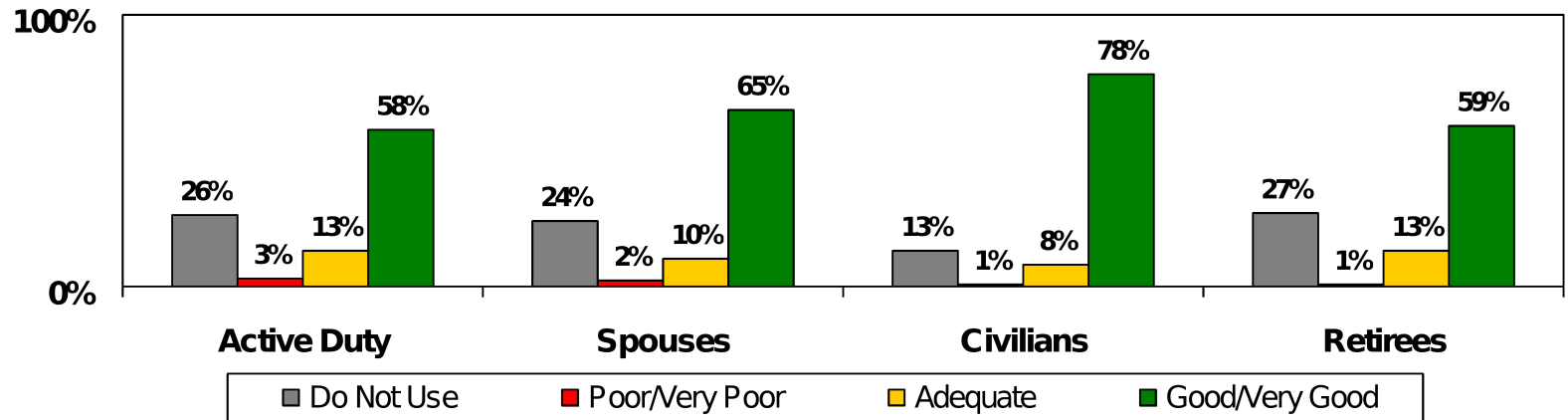
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Shafter/Schofield Barracks

Quality of On-Post Services



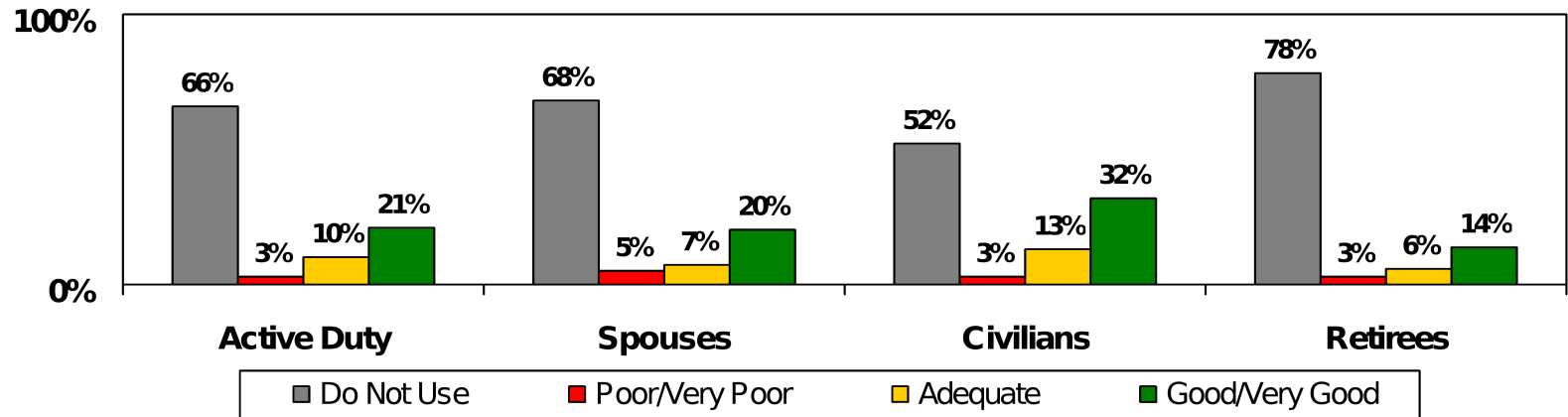
Quality of Off-Post Services



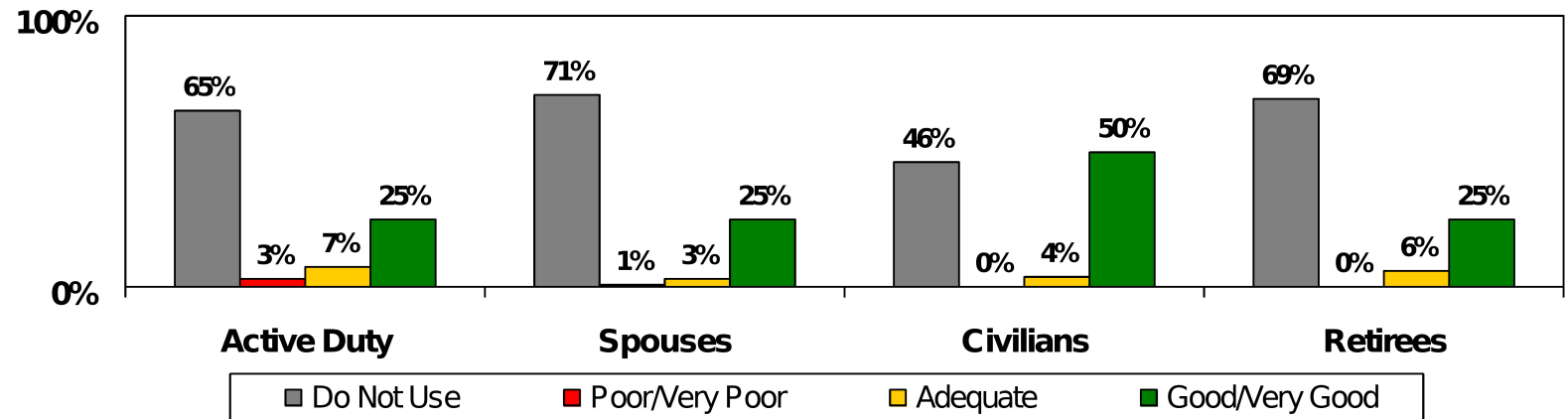
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Shafter/Schofield Barracks

Quality of On-Post Services



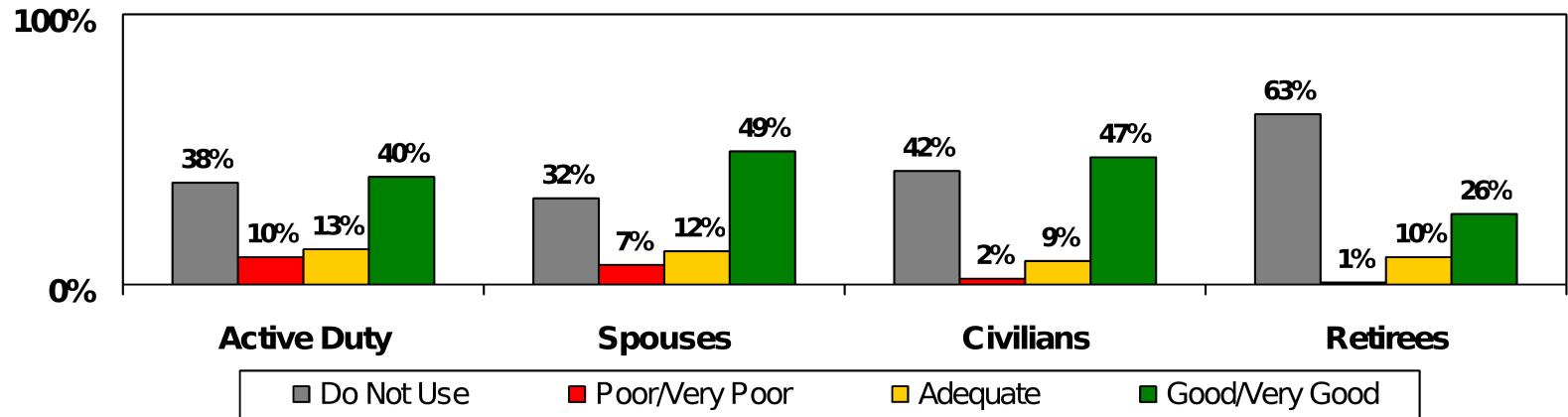
Quality of Off-Post Services



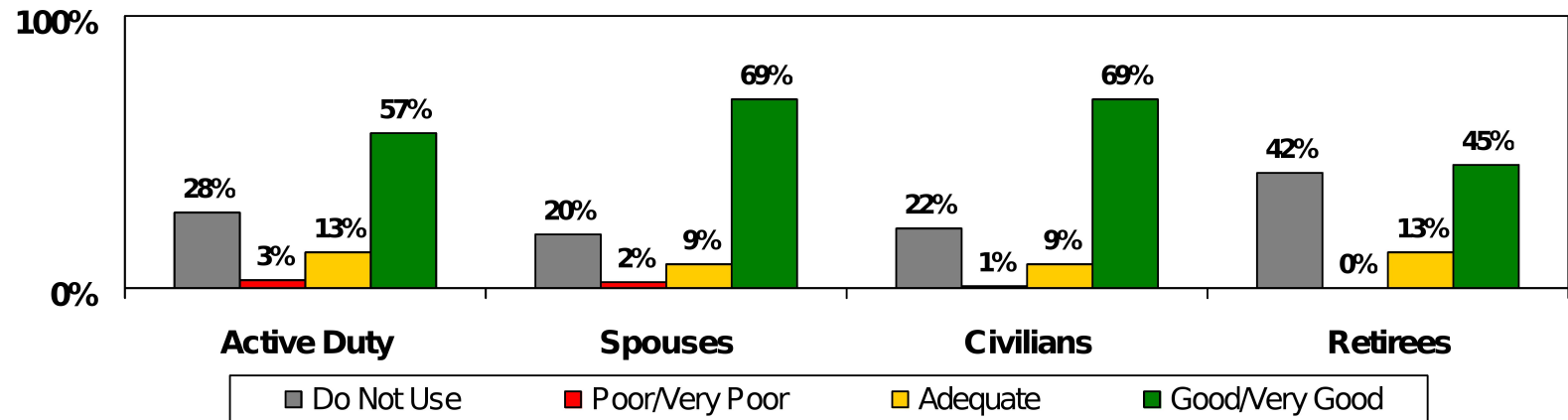
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Shafter/Schofield Barracks

Quality of On-Post Services

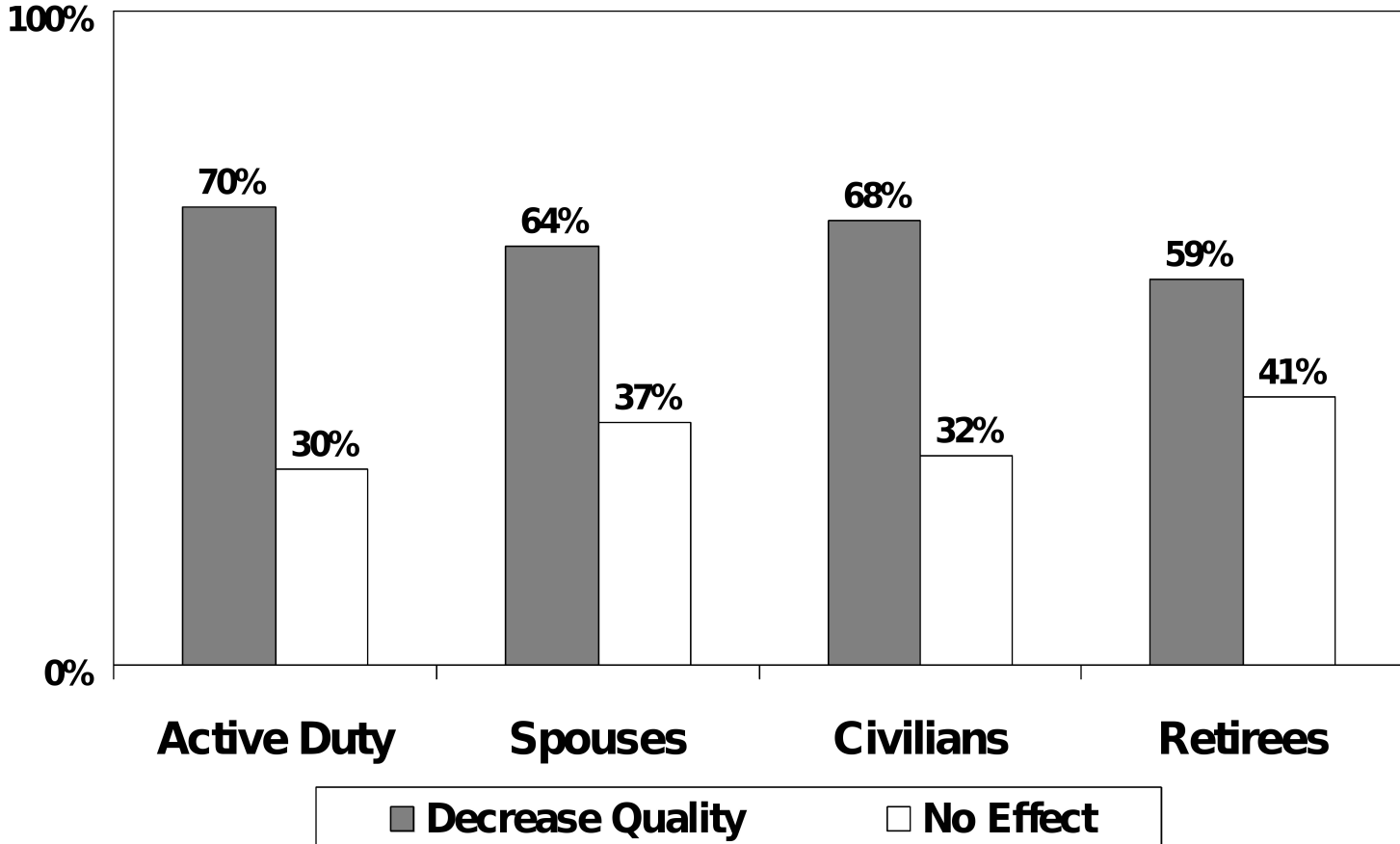


Quality of Off-Post Services



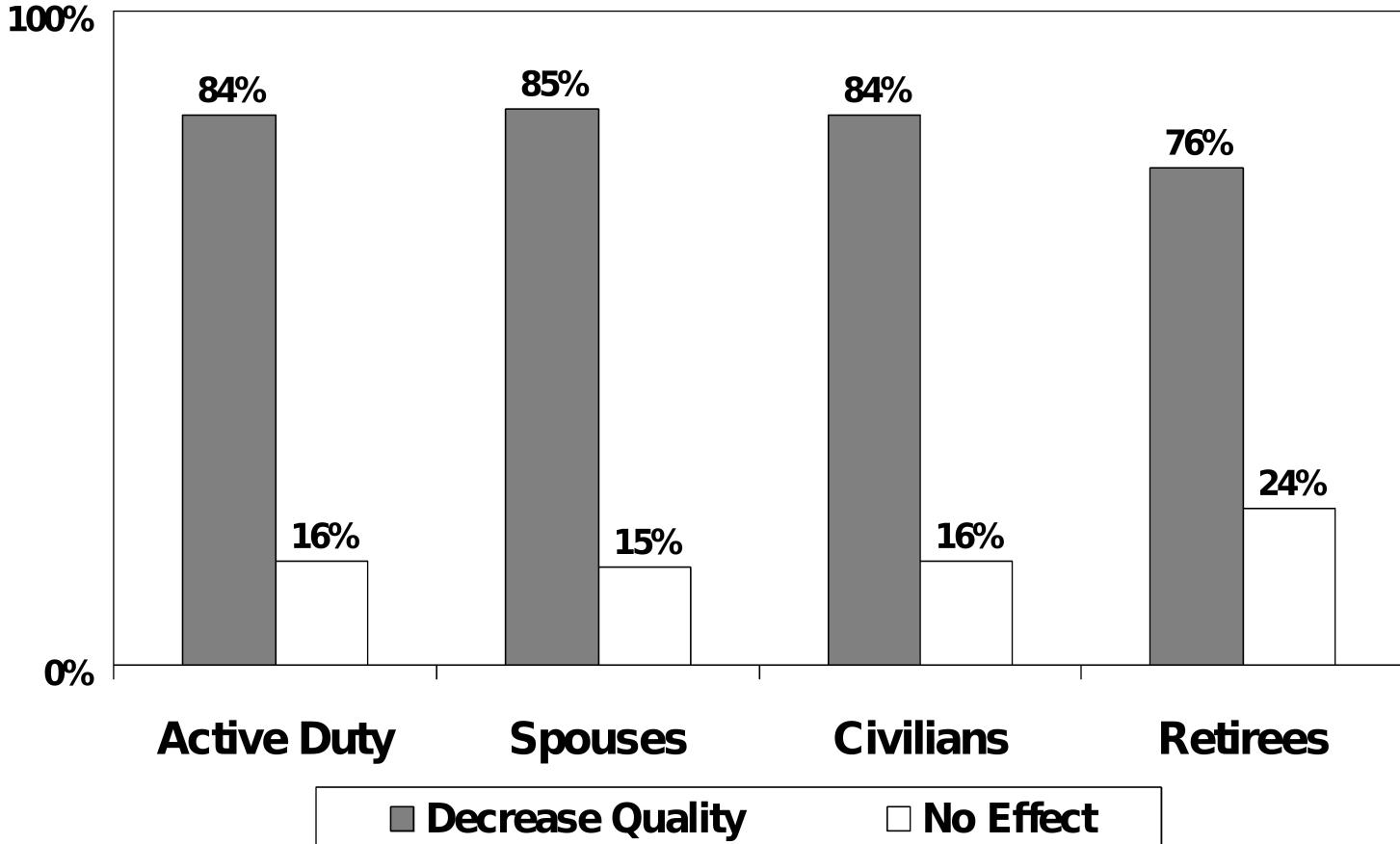
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Shafter/Schofield Barracks



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Shafter/Schofield Barracks



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Shafter/Schofield Barracks

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	74%
Child Development Center	60%
Library	60%
Army Lodging	60%
Swimming Pool	47%
Youth Center	45%
ITR	43%

RV Park	82%
Golf Course Pro Shop	48%
Bowling Pro Shop	46%
Car Wash	46%
Clubs	45%
Marina	44%
Arts & Crafts Center	44%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Shafter/Schofield Barracks

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	18%	29%	39%	7%	26%
E-mail	20%	23%	54%	8%	32%
Friends and neighbors	36%	48%	33%	27%	37%
Family Readiness Groups (FRGs)	17%	38%	4%	2%	15%
Bulletin boards on post	40%	31%	31%	28%	34%
Post newspaper	29%	52%	47%	40%	40%
MWR publications	28%	44%	69%	60%	47%
Radio	2%	1%	5%	6%	3%
Television	7%	6%	9%	8%	8%
My child(ren) let(s) me know	2%	8%	5%	1%	4%
Other unit members or co-workers	33%	17%	34%	8%	29%
Unit or post commander or supervisor	28%	7%	12%	2%	17%
Marquees/billboards	14%	15%	36%	11%	22%
Flyers	34%	37%	51%	40%	41%
Other	6%	8%	8%	13%	8%
I never hear anything	9%	6%	1%	9%	6%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Shafter/Schofield Barracks

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	77%	86%
Better Opportunities for Single Soldiers	51%	N/A
Army Community Service	55%	66%
MWR Programs and Services	84%	87%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Shafter/Schofield Barracks

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	69%	87%	13%
Outreach programs	60%	68%	32%
Family Readiness Groups	82%	78%	23%
Relocation Readiness Program	73%	84%	16%
Family Advocacy Program	79%	79%	21%
Crisis intervention	65%	73%	27%
Money management classes, budgeting assistance	80%	82%	18%
Financial counseling, including tax assistance	75%	85%	15%
Consumer information	55%	77%	23%
Employment Readiness Program	64%	77%	23%
Foster child care	43%	67%	33%
Exceptional Family Member Program	74%	81%	19%
Army Family Team Building	61%	79%	21%
Army Family Action Plan	57%	76%	24%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Shafter/Schofield Barracks

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	66%	87%	13%
Outreach programs	52%	83%	17%
Family Readiness Groups	77%	88%	12%
Relocation Readiness Program	73%	92%	8%
Family Advocacy Program	78%	75%	25%
Crisis intervention	51%	89%	11%
Money management classes, budgeting assistance	65%	90%	10%
Financial counseling, including tax assistance	72%	94%	6%
Consumer information	33%	88%	13%
Employment Readiness Program	66%	85%	15%
Foster child care	22%	67%	33%
Exceptional Family Member Program	76%	86%	14%
Army Family Team Building	55%	85%	15%
Army Family Action Plan	45%	86%	14%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Shafter/Schofield Barracks

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	45%	44%
Personal job performance/readiness	47%	39%
Unit cohesion and teamwork	46%	56%
Unit readiness	50%	55%
Relationship with my spouse	47%	39%
Relationship with my children	47%	38%
My family's adjustment to Army life	50%	58%
Family preparedness for deployments	53%	66%
Ability to manage my finances	44%	31%
Feeling that I am part of the military community	44%	56%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Shafter/Schofield Barracks

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	76%	82%
Helps minimize lost duty/work time due to lack of child care/youth services	77%	86%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	70%	56%
Allows me to work outside my home	68%	80%
Allows me to work at home	54%	65%
Offers me an employment opportunity within the CYS program	40%	57%
Allows me/my spouse to better concentrate on my/our job(s)	73%	76%
Provides positive growth and development opportunities for my children	75%	77%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Fort Shafter/Schonefeld Barracks

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	44%
Unit cohesion and teamwork	48%
Unit readiness	43%
Ability to manage my finances	42%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	53%
My family's adjustment to Army life (single parents)	51%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Shafter/Schofield Barracks

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	62%
Going to beaches/lakes	58%
Entertaining guests at home	56%
Internet access/applications (home)	51%
Special family events	41%
Walking	36%
Weight/strength training	36%
Running/jogging	36%
Reading	36%

Top 5 for Spouses of Active Duty

Going to beaches/lakes	76%
Entertaining guests at home	76%
Going to movie theaters	74%
Internet access/applications (home)	62%
Watching TV, videotapes, and DVDs	59%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	73%
Going to movie theaters	72%
Entertaining guests at home	59%
Internet access/applications (home)	54%
Going to beaches/lakes	51%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	62%
Going to beaches/lakes	59%
Going to movie theaters	56%
Entertaining guests at home	47%
Internet access/applications (home)	45%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	69%
Walking	52%
Entertaining guests at home	48%
Going to movie theaters	45%
Internet access/applications (home)	39%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Shafter/Schofield Barracks

Team Sports

Basketball	13%
Softball	10%
Volleyball	10%
Touch/flag football	10%
Self-directed sports tournaments	8%

Outdoor Recreation

Going to beaches/lakes	58%
Picnicking	29%
Camping/hiking/backpacking	22%
Windsurfing/surfing/boogie boarding	19%
Bicycle riding/mountain biking	15%

Social

Entertaining guests at home	56%
Special family events	41%
Night clubs/lounges	32%
Happy/social hour	28%
Dancing	26%

Sports and Fitness

Walking	36%
Weight/strength training	36%
Running/jogging	36%
Cardiovascular equipment	36%
Bowling	26%

Entertainment

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	62%
Festivals/events	29%
Live entertainment	27%
Attending sports events	25%

Special Interests

Internet access/applications (home)	51%
Automotive detailing/washing	28%
Automotive maintenance & repair	26%
Digital photography	24%
Gardening	22%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Fort Shafter/Schofield Barracks

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	36%	N/A	36%
Cardiovascular equipment	30%	6%	36%
Internet access (library)	28%	N/A	28%
Weight/strength training	28%	8%	36%
Reference/research services	28%	N/A	28%
Running/jogging	27%	10%	36%
Bowling	26%	1%	26%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCE BY LOCATION*

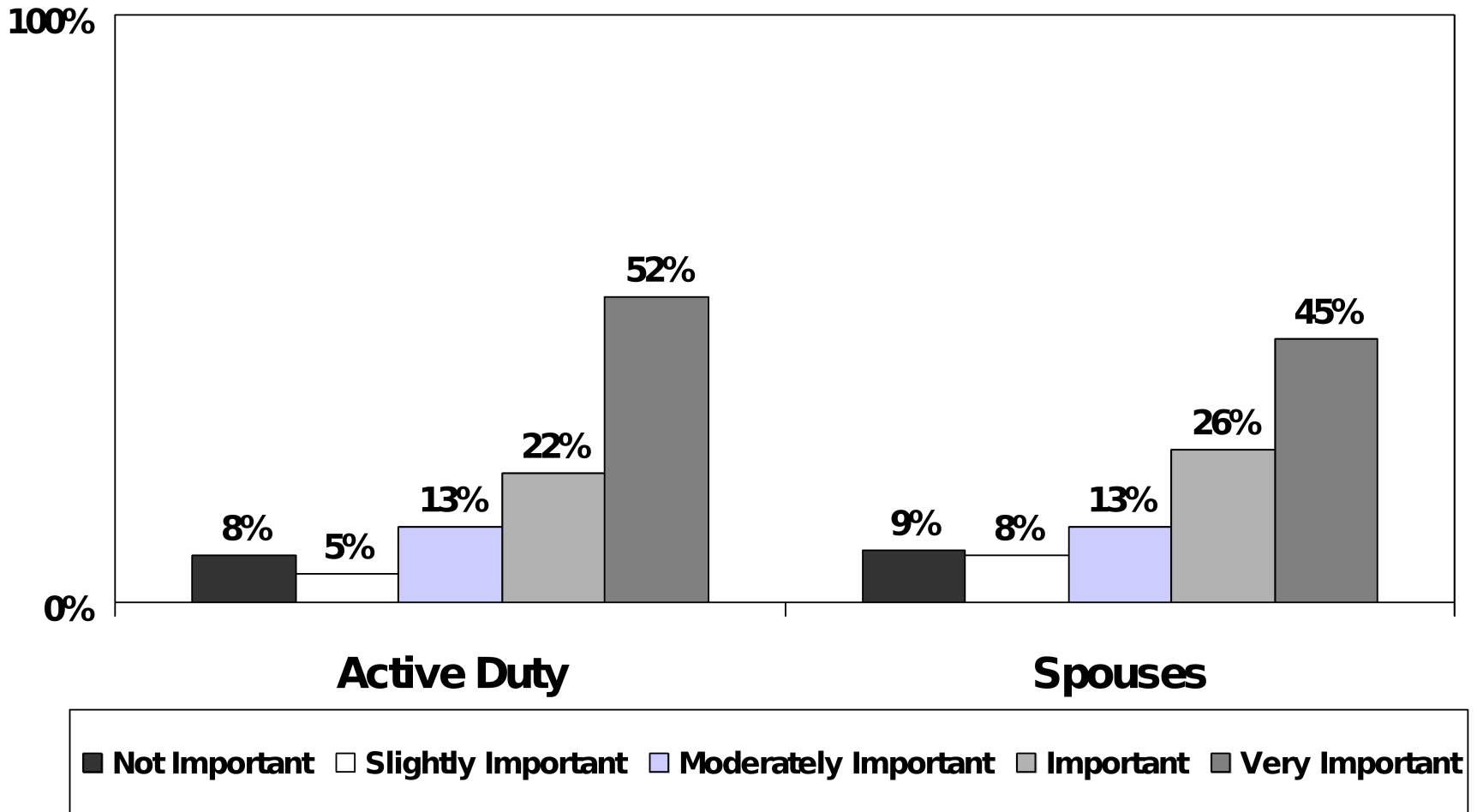
Fort Shafter/Schofield Barracks

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	10%	3%	38%	51%
Automotive detailing/washing	7%	4%	17%	28%
Automotive maintenance & repair	10%	7%	8%	26%
Digital photography	1%	6%	17%	24%
Gardening	2%	1%	19%	22%
Computer games	1%	1%	19%	21%
Trips/touring	2%	14%	0%	15%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

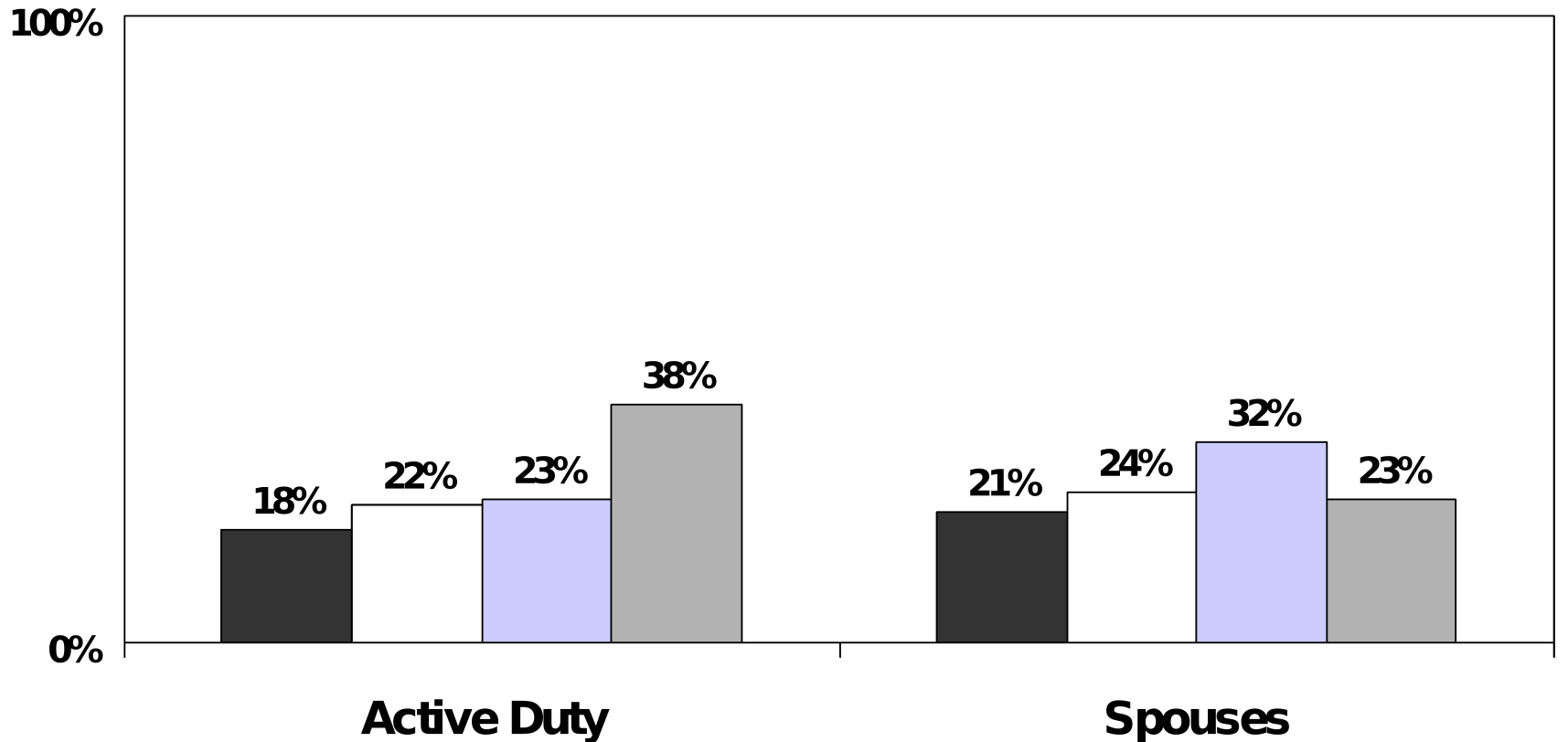
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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Fort Shafter/Schofield Barracks

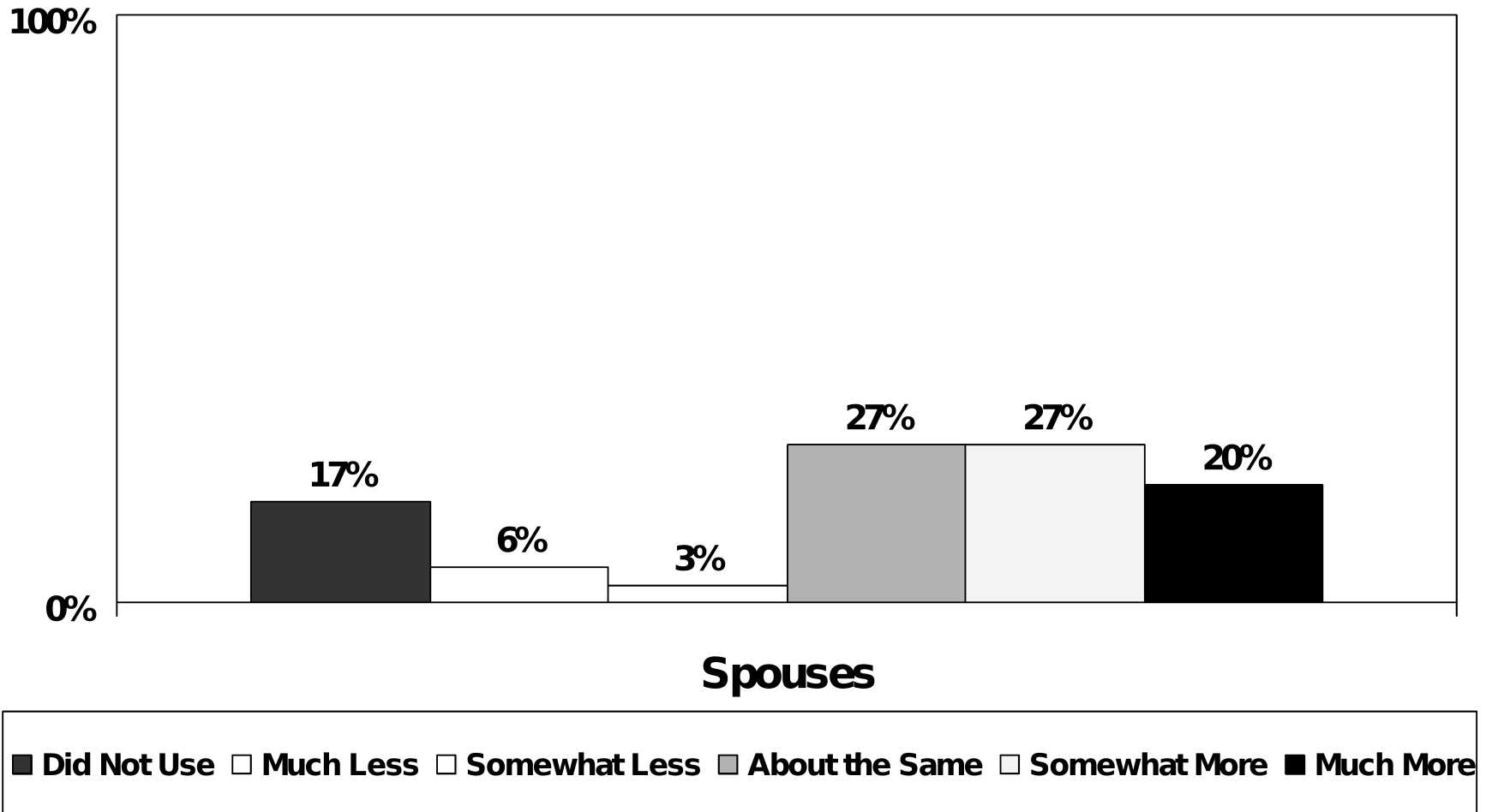
INSTALLATION



■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Shafter/Schofield Barracks



CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Shafter/Schofield Barracks

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	17%
Probably will not make military a career	10%
Undecided	23%
Probably will make military a career	20%
Definitely will make military a career	30%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	23%
Yes	68%

NEXT STEPS

Fort Shafter/Schofield Barracks

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)